Safehaven Project

Demo

SCENARIO

SafeHaven is launching a seasonal direct mail campaign in the Charlotte, NC market offering 75% off the first month of service.

The QR code on the mailer points to a custom landing page that must:

- Deliver a high-converting, mobile-optimized experience
- Show branch-specific content & Demonstrate scalable architecture for future multi-brand rollouts
- Track form submissions and phone calls
- Launch within 3 business days

HIGH-CONVERTING, MOBILE-OPTIMIZED EXPERIENCE

- Accessibility standards were followed to appeal to a broader audience range.
- Responsive design using grid and flex accommodates a broad array of devices.
- Asynchronous loading of resources provides quick page rendering.
- Using vanilla modular JavaScript prevents resource bloat.

SHOW BRANCH-SPECIFIC CONTENT AND SCALABILITY

- Branch related information is stored is the /api/locations.json file. The file contains:
  - The unique URL path that identifies the branch location e.g. “CharlotteNC”
  - Branch location name e.g. “Charlotte, NC”
  - Branch phone number
  - Service Area ZIP Codes

- Apache Mod Rewrite is used to dynamically specify the branch
  - The application can serve multiple locations
  - Addition or removal of branches is handled by editing the locations.json file

TRACK FORM SUBMISSIONS AND PHONE CALLS

Event listeners attached to the Call-to-Action gather and save user and ad-campaign information when clicking on “GET A QUOTE!” or “CALL NOW!”

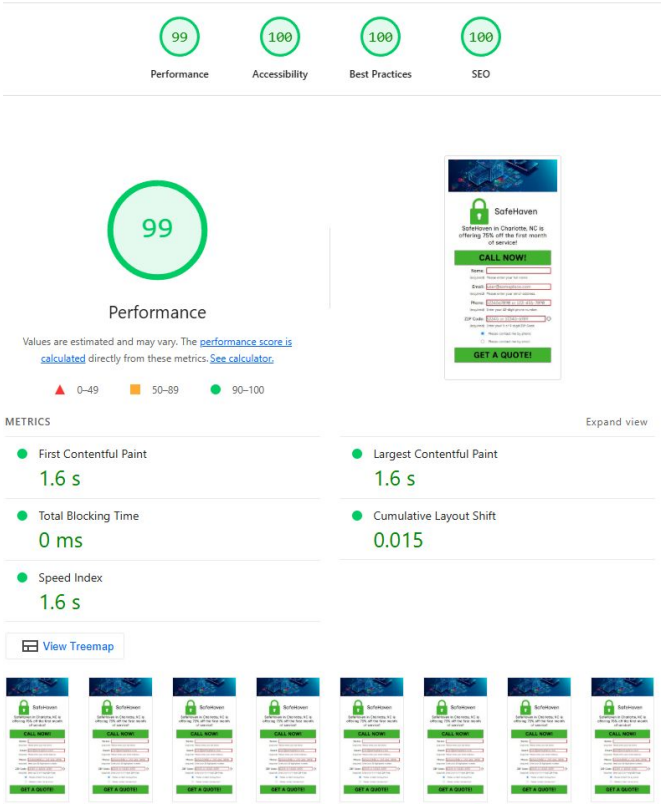
User Information saved:

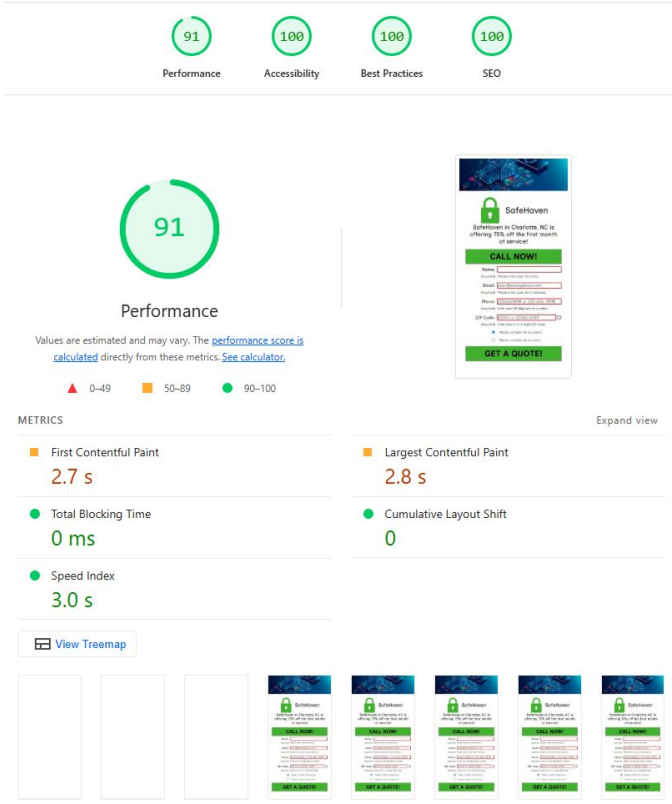
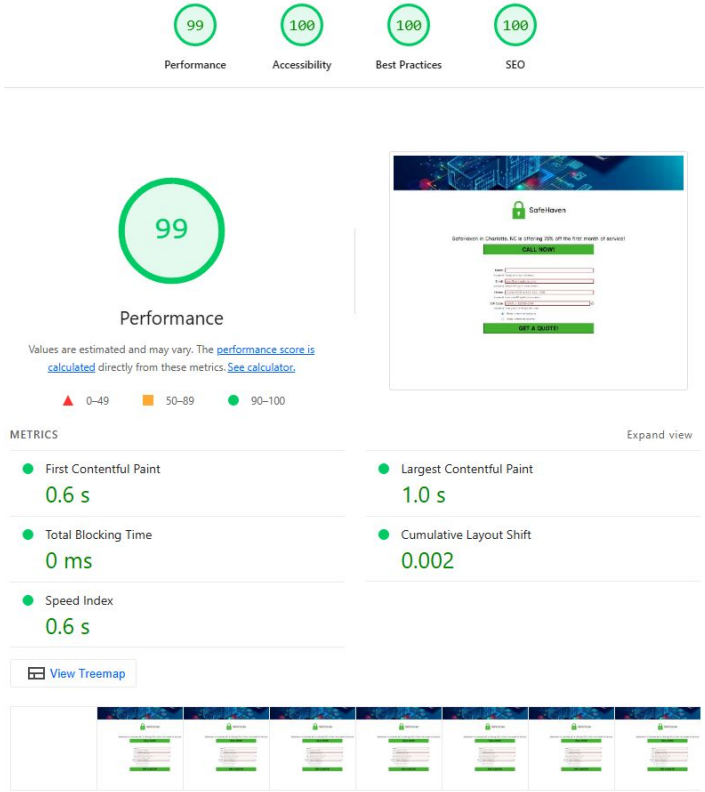
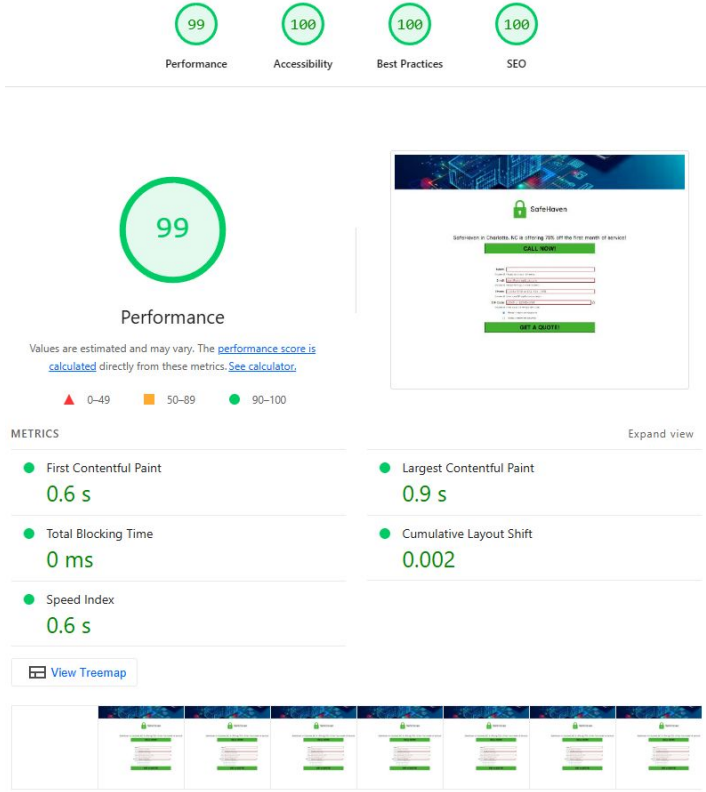
- Name
- Email Address
- Phone Number
- ZIP Code

Ad-campaign Information saved:

- The branch page
- Urchin Tracking Module (UTM) parameters
- User ZIP IN/OUT of branch service area
- Call actions include branch phone #

LIGHTHOUSE MOBILE

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